Corporate Social Responsibility

Strategising effective CSR plan to assure society well being and to increase business return of investment (ROI)

Hyatt Regency, Dubai, UAE

10th & 11th April 2011

*"Always do **right**, this will **gratify** some people and **astonish** the rest."*

Mark Twain

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Corporations can no longer handle social responsibility as a pure donation. The time has come to think out of the philanthropy box and to take strategic actions to properly design and manage business responsibility towards the society and the environment to boost business profitability.

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Your distinguished Chairperson:

Carsten Ingerslev Head of Division
Danish Government Centre for CSR, Denmark

Featuring International Presentations by:

Martin Neureiter ISO 26000 Chair – Implementation
ISO 26000 Implementation Group
CEO of the CSR Company, Austria

Enrique Torres Senior Manager Training and Coaching Programs
Global Reporting Initiative (GRI), Netherlands

Andrea Debane Vice President Corporate Communication
Airbus, France

Dr. Guler Manisali-Darman Principal
Corporate Governance and Sustainability Center, Turkey

Attend this informative event and gain practical insights into:

- **Designing** a CSR strategy based on organisational mission, vision and value
- **Translating** the CSR concept to resonate with the regional culture
- **Managing** CSR budget and strategising community investment to increase ROI
- **Attracting** new market and approaching new business model by incorporating CSR as a core business strategy
- **Enhancing** business reputation and branding by embracing impactful CSR strategy
- **Improving** business profitability and performance by engaging the stakeholders
- **Updating** CSR standards through ISO 26000 guidelines
- **Mastering** techniques on producing credible and reliable CSR report

Featured Speakers:

Fathi Hilal Buhazza Chief Executive Officer
Maximus Air Cargo, UAE

Najeeb Mohammed Al-Ali Director Competitiveness Centre
Emirates Competitiveness Council, UAE

Annelies Hodge CSR Manager, Marketing and Corporate Communications
Dubai Chamber of Commerce and Industry, UAE

Dr. Ethan Chorin Senior Manager, Government Relations and Global CSR Coordinator
DP World, UAE

Noaman Al Saleh Media Relations and CSR Manager
Emirates National Oil Company, UAE

Luisa Gentile Head of Corporate Social Responsibility
Vodafone, Qatar

Ilaria Gualtieri CSR consultant
RasGas, Qatar

Rehan Uddin Expert and acting manager CSR
Dubai Customs, UAE
The winner of Arabia CSR award 2010 for large scale category

Dana Sarhan Responsible Tourism Manager
Oman Tourism Development Company, Oman

Ahsan Saleem Director
The Citizens Foundation, UAE

Khaled Abubshait Executive Director, Government and Public Affairs
Saudi Aramco, Saudi Arabia

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Sunday 10th April 2011

0800 Registration and morning coffee

0830 Opening and welcome remarks from the Chairperson
Carsten Ingerslev Head of Division
Danish Government Centre for CSR

0845 Session One – Keynote presentation
Governments' perspective: Moving forward to establish the awareness on CSR

- Highlighting the roles and the responsibilities of the government in promoting CSR
- Cultivating corporate responsibility that harmonises with governmental regulations and standards
- Up lifting the level of social responsibility awareness amongst government employees and society
- Embracing CSR to attain government incentives and supports
- Outlining the future goals for the government and private corporations to achieve

Najeeb Mohammed Al-Ali Director Competitiveness Centre
Emirates Competitiveness Council

0930 Session Two – Case study
Making the world a better place with everything we do

- Demystifying CSR: Why the five CSR myths are ineffective
- Re-defining CSR as a value based strategy integrated into the fabric of the organisation
- Examining how to effectively implement CSR in your company in six simple steps
- Evaluating areas to be improved to develop effective plan for implementing CSR

Luisa Gentile Head of Corporate Social Responsibility
Vodafone Qatar

1015 Morning refreshments and networking break

1030 Session Three – Case study
CSR as a reputation management tool: Enhancing business strategies to maintain long term reputation

- Reflecting the positive image of the organisation to foster brand loyalty through CSR initiatives
- Demonstrating the values of organisation through social activities
- Strengthening the relationships with the communities and the governments via CSR practices
- Acquiring human and financial capital by enhancing business image and reputation

Ahsan Saleem Director
The Citizens Foundation

1115 Session Four – Case study
Bridging community investment with local culture to create increased acceptance in the Middle East

- Analysing the CSR concept in the Middle East and its current developments
- Comprehending the local issues and expectations to frame a better CSR diagram
- Incorporating local culture with international standards for efficient CSR implementation
- Exploring the emotional side of the culture in the region to design an effective CSR initiative

Ilaria Gualtieri CSR consultant
RasGas

1200 Prayer and networking luncheon

1315 Session Five – Extended Session
Updating CSR standards through ISO 26000: Discovering the guidelines

- Recognising the benefits of adopting ISO 26000 in achieving international standards
- Devising methods to meet ISO 26000 standards through practical implementation examples
- Providing guidance in translating CSR principles into an effective strategy
- Integrating ISO 26000 with other CSR standards and frameworks to obtain solid CSR guidelines

Martin Neureiter ISO 26000 Chair – Implementation
ISO 26000 Implementation Group
CEO of the CSR Company

ISO 26000 is intended to assist organisations in contributing to sustainable development. It is intended to encourage them to go beyond legal compliance, recognising that compliance with law is a fundamental duty of any organisation and an essential part of their social responsibility. It is intended to promote common understanding in the field of social responsibility, and to complement other instruments and initiatives for social responsibility, not to replace them. In applying ISO 26000, it is advisable that an organisation take into consideration societal, environmental, legal, cultural, political and organisational diversity, as well as differences in economic conditions, while being consistent with international norms of behaviour.

1445 Afternoon refreshments and networking break

1500 Session Six – Case study
Focusing corporate efforts and goals beyond CSR and sustainability

- Why CSR and sustainability as corporate goals are not enough
- Looking at the real crisis: Examining the root of ineffective corporate decisions to be avoided
- Re-evaluating business strategies: Better is not enough! How to be the best
- Making positive organisational decisions: Presenting inspirational success stories of how life can be enhanced by such decisions
- Feel good, look good, be good and do good: An interactive session about the future decisions we can take and their implications

Dana Sarhan Responsible Tourism Manager
Oman Tourism Development Company

1545 Session Seven – Case study
Communicating responsibility and engaging staff in CSR at Dubai Chamber

- Spreading awareness and encouraging staff involvement in CSR initiatives
- Integrating CSR across departments and into individual job responsibilities
- Implementing CSR to improve work performance and job satisfaction
- Strengthening internal communications between various departments to enhance sustainability

Annelies Hodge CSR Manager, Marketing and Corporate Communications
Dubai Chamber of Commerce and Industry

1630 Closing remarks from the Chairperson and end of day one

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Day 2

Monday 11th April 2011

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Contact Marketing at **marcus evans**
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0800 Morning coffee

0830 Opening and welcome remarks from the Chairperson
Carsten Ingerslev Head of Division
Danish Government Centre for CSR

0845 Session One – Case study
CSR in human capital: Investing in individuals to enhance CSR initiatives
- CSR perspective: The current human capital trends in GCC
- Valuing human capital as a key factor of strategic competitiveness in CSR
- The leaders of tomorrow: Highlighting the importance of preparing the new generation to take on responsibility
- Encouraging business to promote human capital well-being

Andrea Debbane Vice President Strategy and Strategic Programmes, Communication
Airbus

0930 Session Two – Case study
Evaluating the impact of CSR initiatives on business and society
- Determining the expectations of social investment returns from CSR programs
- Balancing the cost and the benefits for business to employ CSR initiatives
- Measuring the overall business performance: How CSR influences business flow?
- Integrating Key Performance Indicators (KPI) in CSR activities to effectively evaluate the success of the initiatives

Fathi Hilal Buhazza Chief Executive Officer
Maximus Air Cargo

1015 Morning refreshments and networking break

1030 Session Three – Case study
Helping the community leads business excellence: A scenario in Saudi Aramco
- Endorsing a new corporate citizenship strategy in Saudi Aramco to develop national economy, support the community and environmental stewardship
- Providing seminars and workshops to promote best practice in corporate governance
- Aligning CSR programmes with Saudi Aramco core business plan
- Creating culture of volunteerism throughout the community by expanding volunteerism opportunities

Khaled Abubshait Executive Director, Government and Public Affairs
Saudi Aramco

1115 Session Four – Case study
Engaging stakeholders to promote CSR initiatives within business culture
- Prioritising your stakeholders and weighting their concerns to improve CSR structure
- Developing an innovative approach towards proactive stakeholders engagement
- Incorporating stakeholders' feedback to capture a clear picture of the current market needs
- Building and promoting transparency to achieve business credibility and trustworthiness

Rehan Uddin Expert and acting manager CSR
Dubai Customs
The winner of Arabia CSR award 2010 for large scale category

1200 Prayer and networking luncheon

1315 Session Five – Case study
CSR Reporting: A transition to a sustainable future
- Discovering the latest CSR reporting framework and guidelines from GRI
- Promoting business transparency by showcasing CSR activities through CSR reporting
- Utilising GRI guidelines to measure CSR initiatives and the feasibility and the benefits of employing the initiatives
- Customising CSR reports based on the type and size of the organization to capture the most accurate data

Enrique Torres Senior Manager Training and Coaching Programs
Global Reporting Initiative (GRI)

1400 Session Six – Case study
CSR as a business opportunity: Attracting new market and new business strategies
- Achieving competitive advantages by investing in CSR opportunities
- Capturing new markets as well as strengthening the existing market share through well planned CSR initiatives
- Approaching efficient business operations through CSR innovation
- Offering new marketing patterns by showcasing CSR activities

Dr. Guler Manisali-Darman Principal
Corporate Governance and Sustainability Center

1445 Afternoon refreshments

1500 Session Seven – Case study
Maximising business profitability and operations by utilising available resources
- Minimising cost by promoting operational effectiveness through the implementation of CSR
- Reducing energy and recycling waste to improve business resources
- Improving relationships with stakeholders to gain better access to capitals
- Managing potential risks and liabilities in an effective manner by implementing CSR

Noaman Al Saleh Media Relations and CSR Manager
Emirates National Oil Company

1545 Session Eight – Case study
Scaling CSR Programmes: The Role of Public-Private Partnerships (PPPs) in achieving new CSR model
- Justifying PPPs initiatives in CSR: Why PPPs in CSR programmes?
- Aligning PPPs to core business activities and corporate vision
- Utilising PPPs as a potential solution to the funding dilemma
- Managing PPP performance through effective governance and accountability procedures
- Presenting case studies : DP World's involvement in "ROADS" and "Clean Ports"

Dr. Ethan Chorin Senior Manager, Government Relations and Global CSR Coordinator
DP World

1630 Closing remarks from the Chairperson and end of conference

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

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Why you cannot miss this event

In the Middle East, Corporate Social Responsibility or "CSR" may appear to be relatively new to the corporate world. Although some countries and companies in the GCC are further ahead than others, CSR still remains more about philanthropy and is primarily considered external to business, where it ought to be an internal process that is mainstreamed into core operations, strategy and long-term planning. CSR as a concept has been introduced by multi-nationals, and passed on through subsidiaries in the region, therefore, there is a misconception around defining and implementing CSR strategy to the local market.

This forum is created to address the key issues and challenges faced by the practitioners in the GCC, through the provision of a platform to share local and global experiences from a wide range of governments, NGOs, public and private sectors.

Topics to be discussed are in depth focus on practical "how to" guides to design an effective CSR plan based on corporation's mission, vision and value, and how to incorporate this plan into the core business strategy to achieve the utmost benefits and to maximise the ROI.

Bridging the CSR initiatives with the local culture to engage the community and to increase the acceptance in where the business is operating, will be one of the topics to be presented, as well as the public private partnership in CSR and how would that partnership enhance the CSR initiatives quality and effectiveness.

The latest CSR standards "ISO 26000" will be presented to update the current standards by sharing the recently launched ISO 26000 guidelines. Reporting CSR initiatives is a topic that will demonstrate the importance of reporting and measuring the CSR activities of an organisation, the latest CSR reporting framework will be presented by the Global Reporting Initiative (GRI).

Who should attend

President, Vice President, Director, Head, Chief, Senior Manager, Manager and Heads of:

- Corporate social responsibility
- Corporate responsibility
- Sustainability and governance
- Sustainable development
- Corporate affairs
- Corporate communications
- Operations
- Strategic planning
- Human resources
- Human capital
- Health, safety and environment
- Quality
- External affairs
- Investor relations
- Media relations/Public relations
- Public affairs

From across all industries such as:

- Banking and finance
- Oil and gas
- Freight/Logistics/Transportation
- Telecommunications
- Heavy manufacturing
- Petrochemical
- Retail
- Construction
- Manufacturing
- Infrastructure
- Healthcare
- Information technology
- Power and utility
- Airlines
- Real estate and property development
- Government and government agencies

About the Online Partners

The Gulf represents Al Hilal's development into mainstream business publishing as the company expands its portfolio of titles into business news and analysis with this weekly intelligence resource. Published by the international arm of Al Hilal Group, the Gulf combines a paid-for subscription base with a controlled and guaranteed circulation to the region's decision makers. The Gulf is a premium weekly business title – covering breaking news and providing in-depth analysis on the events shaping the region at a time when Gulf countries are playing an increasingly important role in the global economy. From equities to utilities, politics to pipelines, our team across the region interview major decision-makers and identify important business trends. Weekly special reports make sense of a particular sector or country, and a monthly risk analysis round-up provides a guide to the latest political and economic events which could impact your firm. From Saudi oil output to Dubai's real estate market – we put the latest developments in their proper context, canvassing the views of regional experts. With reporters on the ground in a number of countries, The Gulf is at the heart of the latest events in this critical region.

Gulf Industry has now established itself as a "must-read" publication for anyone with an involvement in the region's industrial sector whether as manufacturers, distributors or related service organisations. The publication represents a "window" into the Gulf's manufacturing trading and export sectors providing news, views analysis and information across virtually every industry related sector. Each edition of Gulf Industry, which after 15 years is still the only comprehensive industry journal in the area, focuses on issues that are of vital interest to industrialists, factory managers and major exporters and importers of industrial products in the region and throughout the world. The online edition, which is integrated into TradeArabia, the Middle East's leading business information portal, provides worldwide access to the most authoritative industry related information for the Gulf region.

About the Endorsers

Corporate Governance and Sustainability Center (CGS Center) is a network of eligible experts - under the leadership of Guler Manisali-Darman, an international expert in Corporate Governance - in the field of corporate governance and responsible business conduct related services ranging from assessment to research and from raising awareness to compliance, in Turkey, Middle East and Eastern Europe.

The Citizens Foundation (www.thecitizensfoundation.org) is a professionally managed, non-profit organization bringing quality education to the less-privileged children of Pakistan. Established in 1995, TCF currently operates 660 purpose-built school units in 68 towns and cities nationwide, educating more than 92,000 children, almost 50% of whom are girls.'

About the Official Business Magazines

Celebrating 10 years of publication, **Gulf Business** has remained the region's premier English-language business magazine. Gulf Business's country reports, landmark features and incisive analysis of business news reflects the local market like no magazine has done before. The definitive Middle East publication for meetings, incentive travel, conferences, exhibitions and events.

Middle East MICE & Events provides authoritative, informative and educational content for MICE bookers and event planners, hospitality industry professionals, venue managers, travel agents, airlines and government tourism departments. Catering for everyone from the secretary booking board meetings to leading multinational corporate executives, Middle East MICE & Events covers both in-bound and out-bound MICE business, with regular features including destination reports, what's new, people on the move and advice such as getting the basics right, site inspections and planners check-list. For more information, please visit: www.memicee.com

About the Official Online Partner

Zawya is an online business information and community platform focused on the Middle East. Headquartered in Dubai, Zawya has a global user base of over 350,000+ high-end business professionals. Zawya covers detailed information on the top 12,000+ companies in the Middle East with comprehensive live news coverage through the exclusive Zawya Dow Jones newswire service. Furthermore, the service provides industry news, macroeconomic reports, country statistics, stock market data as well as specialized databases such as IPO, Sukuk, Mutual Funds, Projects and Private Equity monitors. In addition to subscription services, Zawya offers advertisers the ability to target the most affluent online audience with an interest in the MENA region. Zawya's online service caters to and attracts only serious professional users and decision makers as it has the only fee paying user base in the region. Visit us today at www.zawya.com

About the Official Online News Partner

Trade Arabia is a Bahrain-based online business news and information portal covering various trade and industry sectors in the Gulf Region, Middle East and the Levant.

Founded in 1999, it has been online for more than 9 years delivering business information and trade news updates to millions of online readers worldwide. Trade Arabia's content is also being syndicated by various news organizations in the Middle East, Europe, Asia and the United States. With a Google Page Rank of 7/10, the portal is organized into news channels, market trends, business directory and calendar of events, which is being accessed by millions of visitors per month.

The winner of Bahrain 2009 eContent Award (eMedia Category), the portal is being visited by more than 3.2 million visitors per month and its pages / sections / news / business directory are generating more than 15 million page views per month based on the site's December 2009 statistics generated by WebTrends web server measurement and analysis.

About the Official News Site

Yahoo! Maktoob is a result of the acquisition of Maktoob.com by Yahoo! in 2009 with the aim to become the destination of choice for consumers in the Middle East. Combining Yahoo!'s popular products and services with Maktoob's compelling local content, this partnership extends Yahoo!'s current offerings by adding capabilities to deliver relevant Arabic-language content and services, and eventually Arabic versions of Yahoo!'s popular Yahoo! Messenger and Yahoo! Mail services.
For more information, visit www.maktoob.com

About the Media Partner

INDIA CSR (www.indiacsr.in) is India's first portal dedicated to and making significant contribution to give new dimension perspective to the domain and of Corporate Social Responsibility (CSR) and Sustainability which is emerging globally as one of the hottest contemporary issue globally. CSR in India has seen paradigm in the light of changing government, regulatory environment, peer pressure, compulsion in the light of globalization and the quest for global corporate hegemony. CSR still has long way to go in India. indiacsr.in is working on acting as between present envisioned future. The INDIA CSR is building an information network consisting of a website, e-newsletter and a magazine.

Corporate Social Responsibility

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All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

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3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.

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8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.